



**Missouri Travel Barometer
December 2013 Report
(Data available as of 1/15/14)**

The Missouri Division of Tourism research team analyzes a range of tourism research metrics in order to provide the Missouri travel industry with a monthly *Missouri Travel Barometer*. The main goal of this report is to answer the question, “How is tourism doing statewide?” The barometer shows key travel indicators that - at a glance - illustrate various measurements that affect Missouri’s tourism industry and are indicators of its health. The *Missouri Travel Barometer* is updated on a monthly basis. Our industry is notified via *The Monitor* (the MDT industry eNewsletter) as each new report becomes available -- go to www.VisitMO.com/industry to subscribe.

December Report Highlights

Lodging Statistics: 2013 Calendar Year to Date through November

According to Smith Travel Research, Missouri’s statewide lodging demand, occupancy and revenue have shown positive growth compared to the same time period last year. When compared to our surrounding, competitive states, Missouri has performed well in revenue, while other states are showing higher growth in occupancy and demand.

Missouri Lodging:

- Demand up 1.1%
- Occupancy up 1.6%
- ADR up 3.6%
- RevPAR up 5.2%

SIC Tourism business sales and tax collections: 2013 Calendar Year to Date through October

- There is a 2.9% increase (\$268.9 million) in **sales revenue** indicated by the most recent Department of Revenue’s preliminary report for the calendar year in tourism’s 17 SICs (January-October, 2013 over 2012), while the 2.9% growth in **tax collections** represents an \$11.4 million increase over 2012.

Website Visits: Calendar Year 2013

- Total web visits (main site and mobile visits combined) were up 24.8% through December (and 36.7% for the month of December) compared to 2012.

Responses to MDT advertising (requests for travel guide via phone, website, email, etc. or sign up for a newsletter that is emailed based on travel interests): 2013 Calendar Year to Date through December

- 156,014 for January thru December -- an increase of 0.6%

Welcome Center visits: 2013 Calendar Year to Date through December

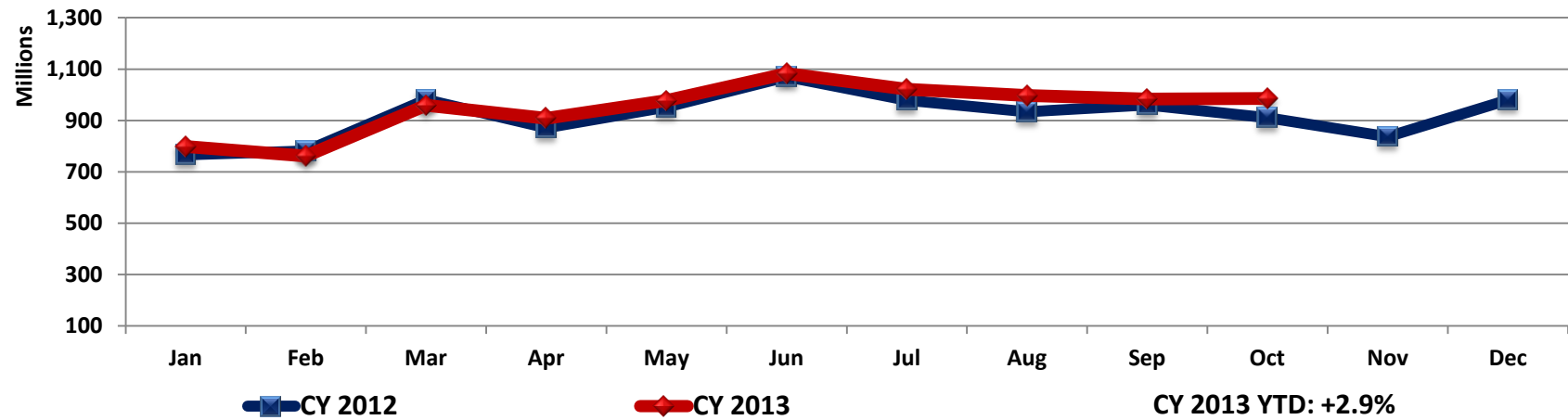
- On direct comparison for CY 2013 the centers are down - 0.7%; for the month of December, down - 2.1% compared to December 2012. With Conway added for 2013 only, centers are up + 4.1 % (2012 Conway counts N/A).

Major Airport deplanements: 2013 Calendar Year to Date through November

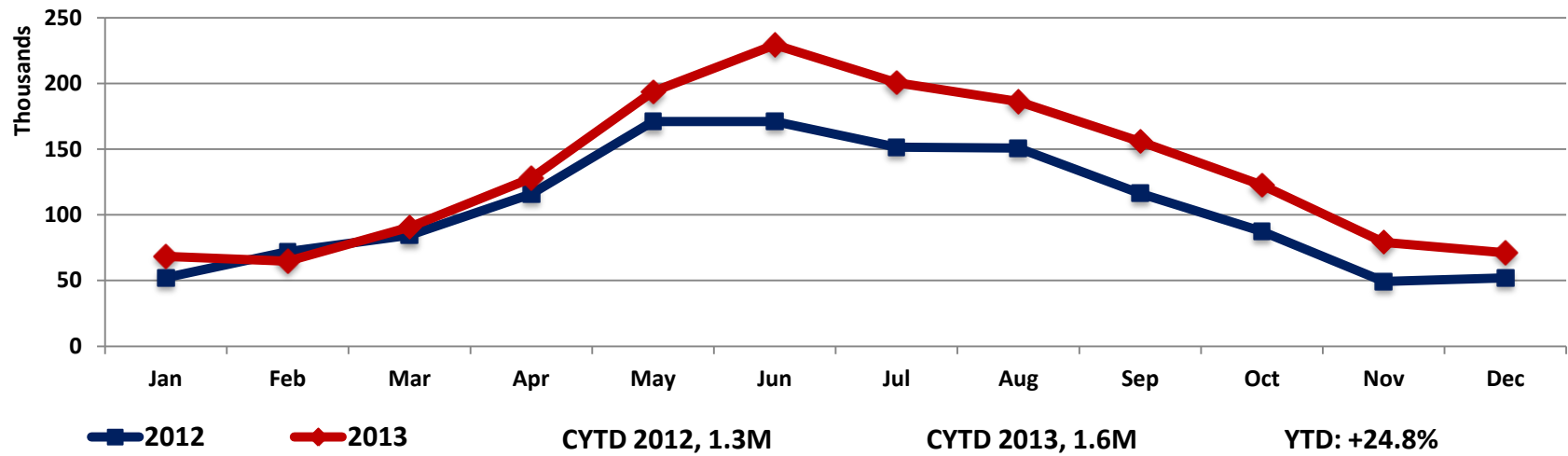
- Missouri major airports: down 1.1% thru November CYTD

Sources: MO Dept of Revenue, Google Analytics, MDT databases, Federal Bureau of Transportation, Smith Travel Research (STR, INC.) Reproduction or other re-use of this data without the express written permission of STR is strictly prohibited.

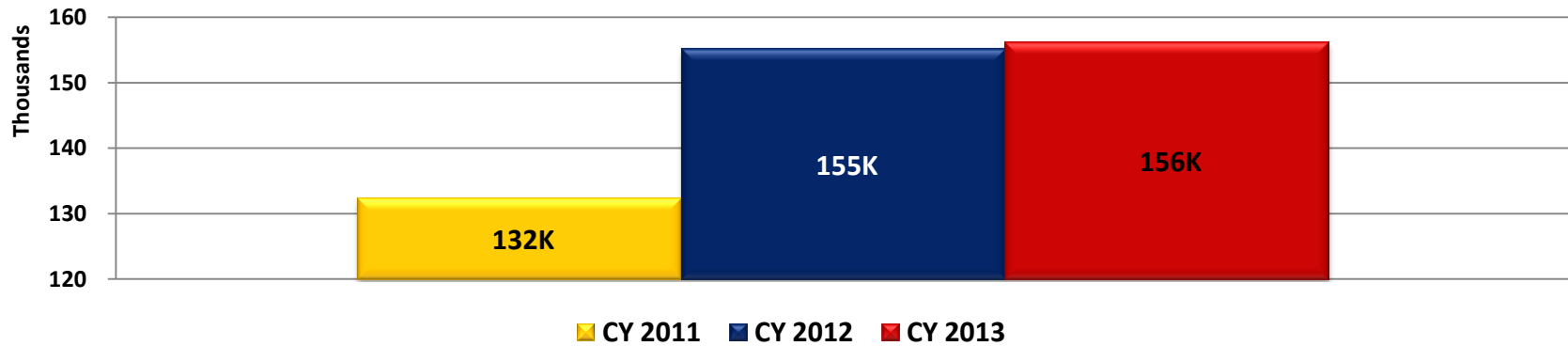
Sales Revenue from 17 Tourism SICs



Total Web Visits

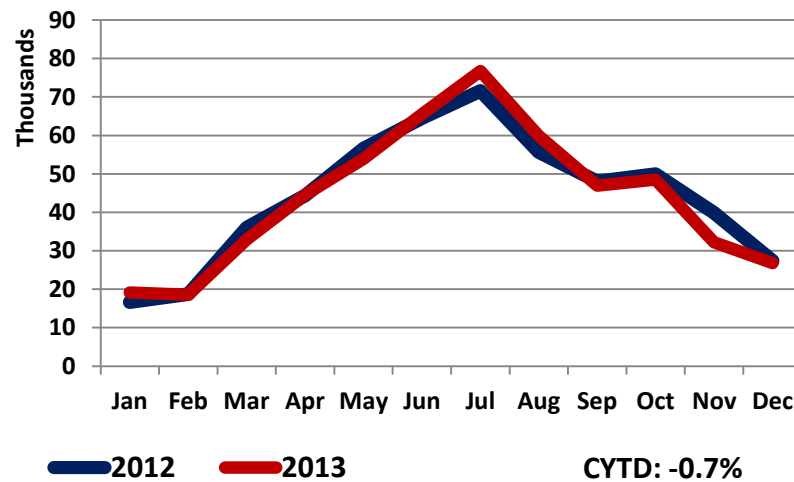


CY Responses thru December



Responses are requests for information including calls, web orders, RSL, mail, & lead generation programs.

Welcome Center Visitors



Major Airport Deplanements

